
PARTNER EDGE PROGRAM

U.S. AND CANADA

aruba

a Hewlett Packard
Enterprise company



MARKET LEADER

Aruba Networks is the leading provider of access management, network infrastructure and mobility application solutions that helps tens of thousands of customers around the world create next-generation mobility networks. Aruba designs and delivers Mobility-Defined Networks that empower a new generation of tech-savvy users. Known as #GenMobile, they rely on mobile devices for every aspect of work and personal communication and stay connected to everything all the time, no matter where they are. Mobility-Defined Networks adds controls with real-time data about users, devices, apps and location. Self-healing and self-optimization functions dramatically reduce helpdesk tickets and protect enterprise data. Software that adds mobility intelligence makes Mobility-Defined Networks amazingly easy to deploy, without changing the existing infrastructure. The result is a rightsized network infrastructure that saves IT time, slashes capital and operating costs, and delivers the mobile experience that #GenMobile expects.

RAPIDLY GROWING MARKET

Aruba offers highly differentiated products to a multi-billion dollar market, one of the fastest growing in networking. This provides Aruba and our partners an unparalleled opportunity to bring world-class solutions to a wide range of enterprises in multiple industries.

- **Wi-Fi, wired and remote access** – Aruba’s high-performance 802.11ac wireless network solutions provide reliable, secure access to corporate applications wherever users are located. Aruba technology delivers a superior user experience while enabling IT to reduce capital and operating expenses by rightsizing the network.
- **BYOD and guest access** – Aruba ClearPass Access Management System™ delivers unparalleled simplicity when managing and securing network access across wireless, wired and VPNs. ClearPass with WorkSpace takes a fresh and innovative approach to solving the challenges of bring-your-own-device – one that gives IT unprecedented control and a simpler way to roll out BYOD.
- **Network Management** – Aruba’s comprehensive, multi-vendor AirWave management software provides visibility and control over the entire network. Unlike costly traditional port-centric connectivity models, AirWave is designed around a user-centric model that provides a centralized point for managing security, policy and network performance for every user and device on the network.

PARTNER EDGE PROGRAM OVERVIEW

The award-winning Aruba PartnerEdge Program is designed to offer partners unique opportunities for top and bottom line revenue growth with an industry-leading solution that sets you apart from the competition..

Aruba is committed to fostering joint success by enabling our channel partners to profitably address the needs of your customers. PartnerEdge partners benefit from free training, discounted demo equipment, deal registration, joint marketing funds, sales promotions, and world-class support. As an Aruba partner, you’ll also have exclusive online access to partner news, webinars, and a variety of sales and marketing resources.

The PartnerEdge Program recognizes partners based on a combination of value and volume and is organized around four partnership levels: Authorized, Silver, Gold, and Platinum. The more you invest with Aruba, the more you’re rewarded. In addition to enhancing growth and margins, PartnerEdge offers increased benefits as you improve your sales and technical skills and deliver more solutions.







PROGRAM REQUIREMENTS

Partners will need to meet minimum volume, sales training, and technical certification requirements. The program is designed to reward partners at all levels, while differentiating those who offer exceptional value to Aruba and joint customers.

HOW TO QUALIFY

Prospective value-added resale partners must meet the following qualifications:

- Qualified, outbound sales team that can sell on value
- Strong engineering staff that will become Aruba-certified
- Extensive experience selling wireless, security or other complementary products
- Excellent customer relations and reputation
- Solid financial position

				
Requirement	Authorized	Silver	Gold	Platinum
Annual Sales Volume (Product Rev. Only)	>\$20K	>\$150K	>\$500K	>\$1M
Signed Partner Agreement	Required	Required	Required	Required
Aruba Business Manager	N/A	N/A	Required	Required
Technical Training				
ACMA Engineer	0	0	1	1
ACMP Engineer	0	1	2	2
ACMX/ACDX Engineer	0	0	0	1
Sales Training				
Sales Specialist	1	1	2	4

BENEFITS OVERVIEW

A variety of programs and resources are available to you, designed to increase your profits, streamline processes, promote your business and Aruba, and ensure sales and engineering have the knowledge needed to win new sales and service your customers.

Benefits	Authorized	Silver	Gold	Platinum
Incentives				
Recommended Discount	Base	Good	Better	Best
Deal Registration	•	•	•	•
Marketing Funds		•	•	1% Co-op
Qualified Leads		Selectively	Selectively	•
Training and Education				
Online Sales Training	•	•	•	•
Technical Training	2 free training seats per Aruba fiscal year; 50% discount for each additional course	3 free training seats per Aruba fiscal year; 50% discount for each additional course	5 free training seats per Aruba fiscal year; 50% discount for each additional course	8 free training seats per Aruba fiscal year; 50% discount for each additional course
Technical Certification		•	•	•
Monthly Partner Webinars	•	•	•	•
Access to Arubapedia for Online Technical Resources	•	•	•	•
Monthly Partner Newsletters	•	•	•	•
Partner Enablement				
Access to Partner Center	•	•	•	•
Discounted Demo Gear (Not for Resale)	•	•	•	•
Access to Aruba Demo Lab	•	•	•	•
Business Development				
Quarterly Business Reviews		Selectively	•	•
Partner Advisory Council		By invitation	By invitation	By invitation
Partner Conference	By invitation	By invitation	•	•
Dedicated Channel Account Manager		•	•	•
Technical Support				
Priority Technical Support				For ACMX
Knowledgebase Access	•	•	•	•
Marketing Support				
Access to Marketing Programs and Promotions	•	•	•	•
Sales & Marketing Tools and Collateral	•	•	•	•
Access to Co-Branded Marketing Resources	•	•	•	•
Partner Program Logo Usage	•	•	•	•
Partnership Plaque		•	•	•



BENEFITS-AT-A-GLANCE

- Tiered discounts and attractive margins
- Deal registration protects partner investment and rewards introductions and value selling
- Funds for joint go-to-market activities
- Marketing programs and incentives to drive new business
- Discounted demo equipment to showcase Aruba technology
- Convenient online sales training
- Comprehensive instructor-led technical training
- Aruba technical certifications to recognize your skills
- Exclusive access to partner resources via Aruba's Partner Center portal

HOW TO APPLY

To apply for the Aruba PartnerEdge program, please visit <http://partners.arubanetworks.com>

To learn more about the program, contact us at: globalchannelteam@arubanetworks.com or call 1-866-55-ARUBA (27822) to speak with an Aruba Representative.



aruba

a Hewlett Packard
Enterprise company

1344 CROSSMAN AVE | SUNNYVALE, CA 94089

1.866.55.ARUBA | T: 1.408.227.4500 | FAX: 1.408.227.4550 | INFO@ARUBANETWORKS.COM

www.arubanetworks.com

©2014 Aruba Networks, Inc. Aruba Networks®, Aruba The Mobile Edge Company® (stylized), Aruba Mobility Management System®, People Move. Networks Must Follow®, Mobile Edge Architecture®, RFProtect®, Green Island®, ETIPS®, ClientMatch®, Bluescanner™ and The All Wireless Workspace Is Open For Business™ are all Marks of Aruba Networks, Inc. in the United States and certain other countries. The preceding list may not necessarily be complete and the absence of any mark from this list does not mean that it is not an Aruba Networks, Inc. mark. All rights reserved. Aruba Networks, Inc. reserves the right to change, modify, transfer, or otherwise revise this publication and the product specifications without notice. While Aruba Networks, Inc. uses commercially reasonable efforts to ensure the accuracy of the specifications contained in this document, Aruba Networks, Inc. will assume no responsibility for any errors or omissions. PartnerEdgeOverview_Americas_042214